

INNOCEANA AND THE BLUE ECONOMY IN BARCELONA:

Strategic Approaches to Engaging Tourists in Ocean Conservation

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Innoceana



CHARM-EU

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MEET THE TEAM



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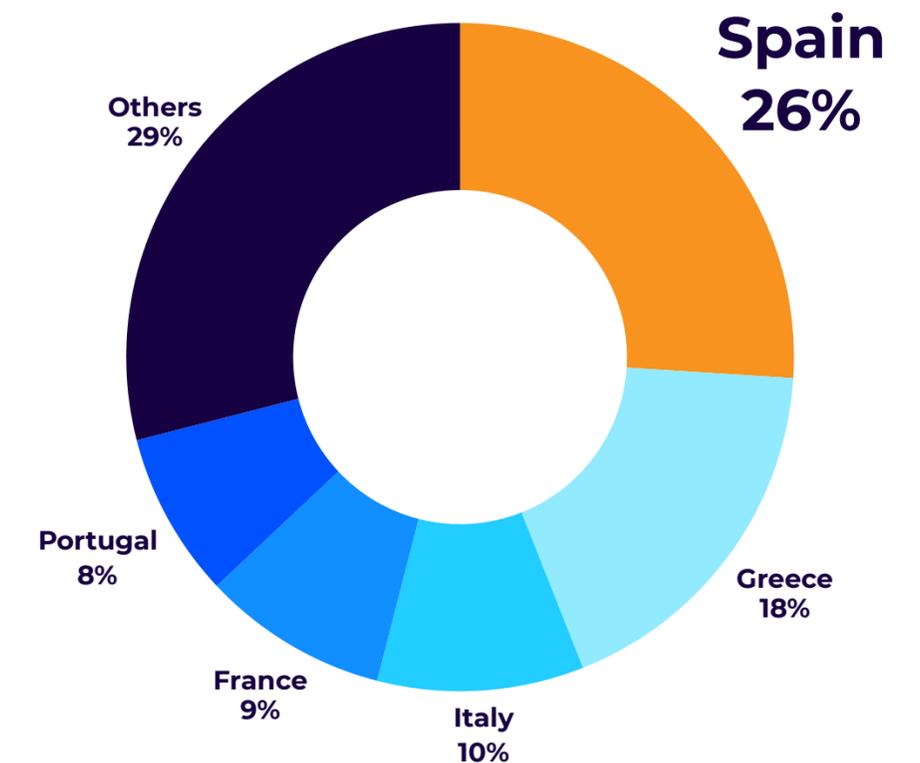
Food Track

THE PROJECT

- **12 million visitors** in 2023, many drawn by Barcelona's coastal and marine environment
- **Coastal tourism** contributes significantly to the local economy, including employment
- **Tourism pressure on marine environment**
- **In response, Barcelona adopted a local Blue Economy strategy:** the BBES



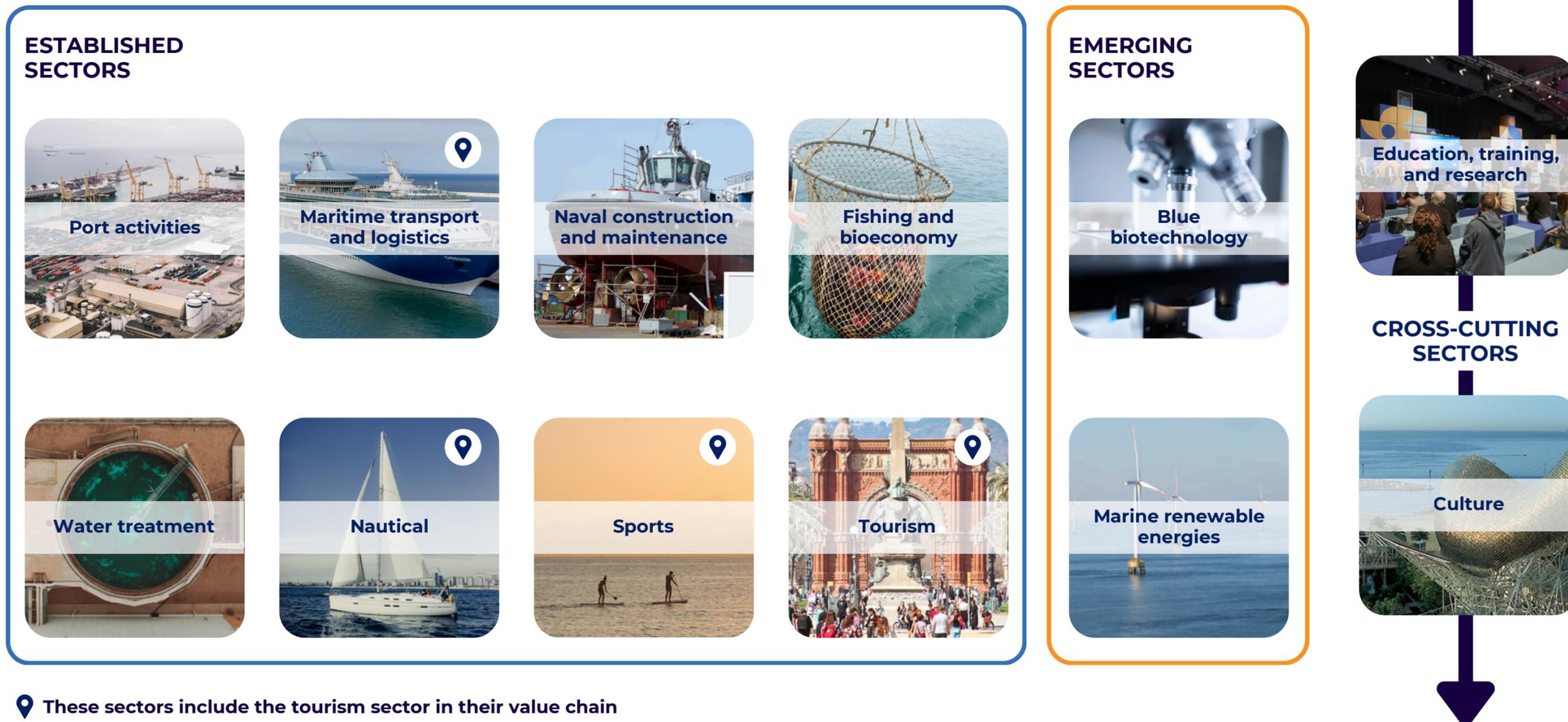
Study location



EU Coastal Tourism Employment

Barcelona & the Blue Economy

Economic activities linked to the ocean that aim to balance economic development with environmental protection and long-term social well-being





Innoceana



An international *marine conservation* NGO working to *protect and restore* the ocean through:

- Research-driven conservation
- Community education
- Advocacy

What can Innoceana offer?

- Provides local partnerships and community engagement
- Offer international and regional reach
- Bridge between tourists and the Blue Economy

What can we offer?

- Research and expertise
- Transdisciplinary perspective
- Real-life implementation planning

RESEARCH QUESTION

*How can Innoceana support **Barcelona's Blue Economy** ecosystem and enhance **sustainable Coastal Tourism** to address gaps in its current **Blue Economy** strategy by **engaging tourists** in ocean conservation?*

PROJECT AIM & APPROACH

Develop a research-informed capstone product for Innoceana to align **coastal tourism** in **Barcelona** with **ocean conservation**



Each step **informed the design** and justification of the final **Capstone Product**

KEY FINDINGS

CT is recognised as important, but key gaps are not effectively addressed across policy structures

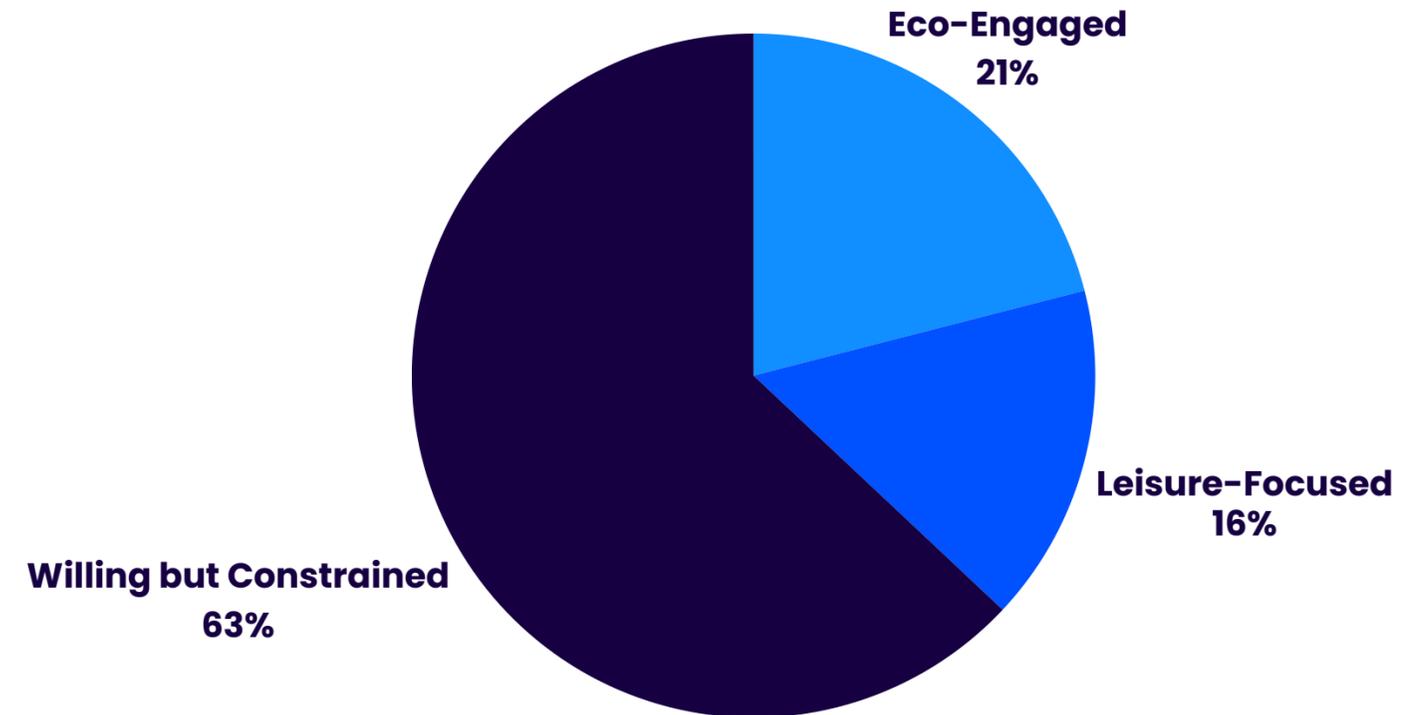
Reveals gaps in policy and points of intervention for Innoceana

CT is embedded across the BE sectors: *Maritime transport and logistics, Nautical, Sports, and Tourism.*

Key actors function as entry points for Innoceana collaboration

Key Barriers: Lack of clear information (61%), limited options (57%), high prices (54%)

Provides simple and engaging ways for different tourist types to act sustainably



Tourist profiles in Barcelona

CAPSTONE PRODUCT

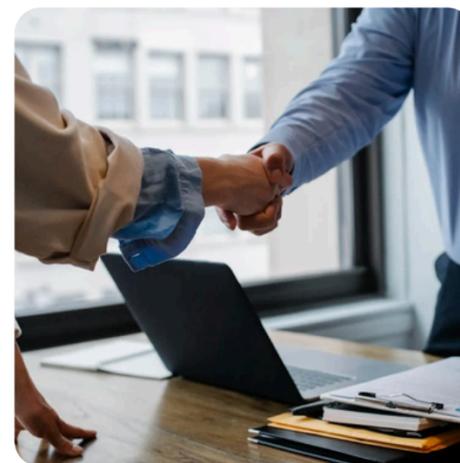
A practical **engagement toolkit & roadmap** for Innceana to activate coastal tourists in ocean conservation in Barcelona (2026–2030).



1. Tourist Profiles



2. Pilot Actions



3. Strategic Partners



4. Impact Tracking



5. Funding Pathways

PART 1 - TOURIST-PROFILED ENGAGEMENT STRATEGY

Goal: Turn tourist interest into easy, visible conservation action.

Three visitor profiles = targeted pilot actions

Eco-engaged

- Meaningful participation

Citizen Science Add-On:

Watersports operators, incorporate a brief citizen science module into tours

Willing but constrained

- Remove friction

Blue Map QR Code:

Hotels feature a "Blue Map" connecting tourists to verified sustainable options

Leisure-focused

- Effortless and fun

Party with a Purpose:

Nightlife events with a conservation contribution in the ticket pricing

PART 2 - GOVERNANCE AND FUNDING STRATEGY

Goal: Turn successful pilots into measurable, fundable projects.

How it works

- Select pilots that perform best
- Package into clear project proposals
- Align with policy & funding priorities

Innoceana's role

- Convene partners
- Coordinate delivery
- Track and report impact

Output:

Projects ready for grants, co-financing, and policy uptake.

Capstone Product

Whats inside the Toolkit?



LIVE GOOGLE SHEETS



CANVA PLAYBOOK

Innoceana Coastal Tourist Engagement Toolkit (Template)

What this is
A shared, accessible template that links: Visitor Profiles → Pilot Actions → Partners → Monitoring → Funding. Start generic, then localise by adding Barcelona-specific partners, locations and funding calls.

To DO:

- 1) Fill / refine the 3 Visitor Profiles.
- 2) Add 2–3 Pilot Actions per profile and link each pilot to partners + metrics.
- 3) Add partners by sector (horizontal coordination).
- 4) Add funding options by governance level (vertical ladder).
- 5) Track results using Monitoring Metrics and the Dashboard.

Key rules (keep it clean)

- Use IDs to link tables (e.g., P-A, PIL-001, PAR-001).
- Use dropdowns where available (Profile ID, Sector, Status, Level).
- Keep pilots small: 1 profile lead + optional secondary profiles in extra columns.

Navigation: + ☰ **README** ▾ Visitor_Profiles ▾ Pilot_Actions ▾ Partners ▾ Funding_Ladder ▾ Monitoring_Metrics ▾ Dashboard ▾

Innoceana and the Blue Economy in Barcelona:



Coastal Tourist Engagement Toolkit & Roadmap (2026–2030)

A practical toolkit and roadmap enabling Innoceana to engage coastal tourists in ocean conservation in Barcelona. It aligns tourist profiles with pilot actions, partner roles, impact tracking, and a funding ladder for scale-up.



Innoceana

Value for Innoceana & the Blue Economy

VALUE FOR INNOCEANA

Projects Platform:



- Engagement model connecting tourists and public institutions
- Boosts coordination, monitoring, and storytelling role

Operational Benefits:



- Streamlines productivity
- Reduces risk by testing before scaling
- Metrics provide evidence-based reporting

Strategic Benefits:



- Develops policy-aligned projects
- Cultivates long-term partnerships
- Increases visibility and credibility

VALUE FOR BLUE ECONOMY



Turning Strategy into Action:

- Translates sustainability goals into actionable steps
- Engages tourists



Behavioural Impact:

- Bridges the attitude-behaviour gap
- Promotes progression to impactful engagement



Governance & Policy Value:

- Enhances cross-sector coordination
- Connects local actions to wider agendas

Conclusion

- Coastal tourism is **central** to Barcelona's **Blue Economy**, but remains **weakly embedded** in conservation efforts
- Tourists **value sustainability**, but face **structural barriers** to engagement
- **Effective action** depends on **removing friction** rather than changing attitudes

The Innoceana toolkit provides a practical, scalable way to embed conservation into coastal tourism



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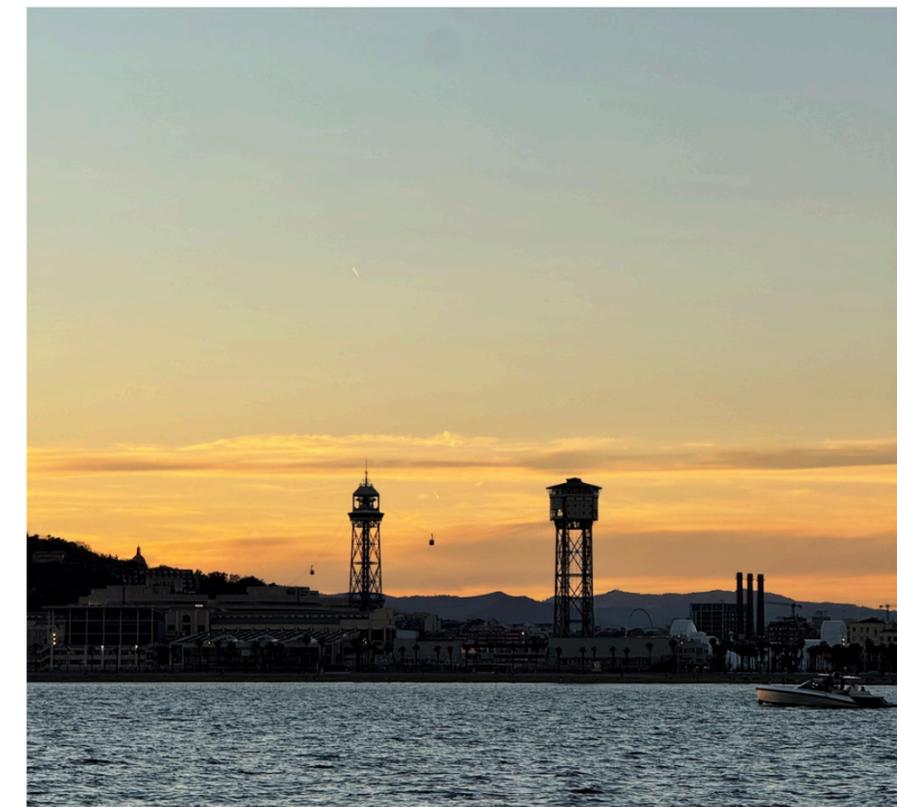
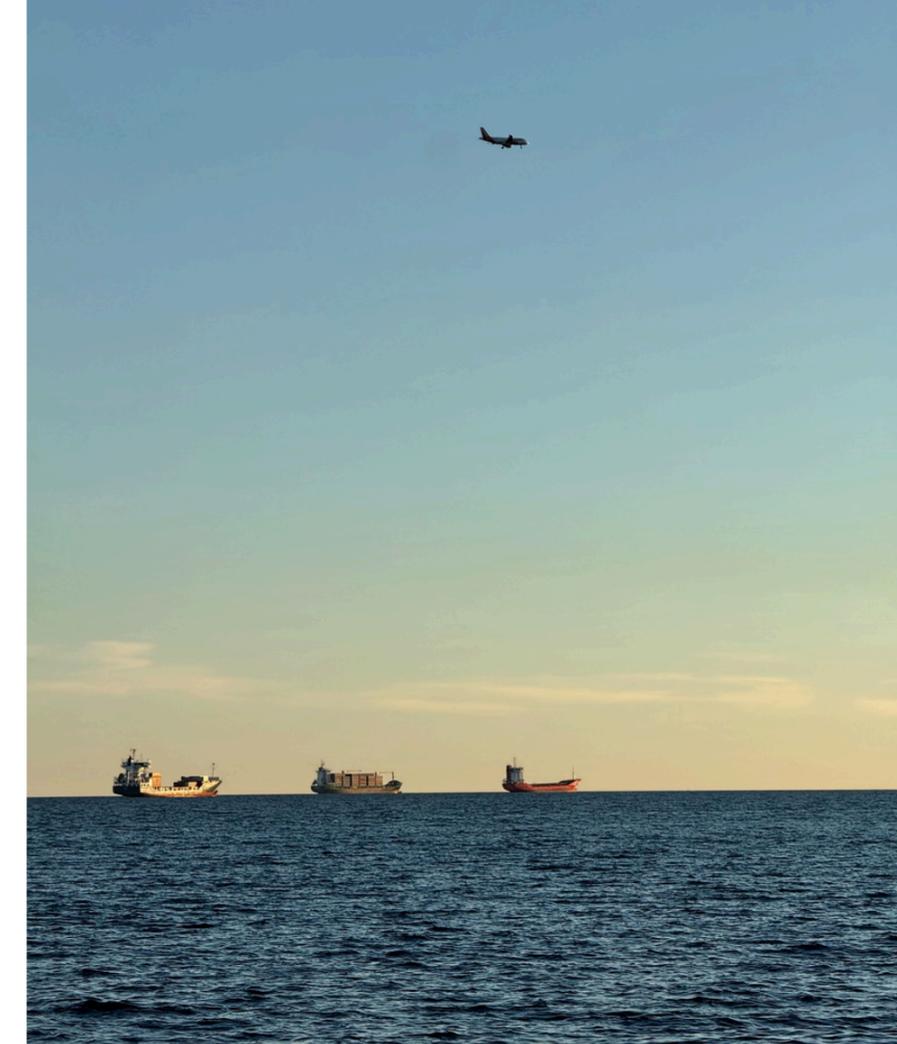
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